



Effective Policies & Programs to Restrict Youth Access & Exposure to Drugs/Alcohol Applications for Marijuana

The recommendations and best practices listed below are based on research to effectively restrict access and prevent use by youth to substances such as alcohol and tobacco.

Develop Policies to Limit the Availability or Accessibility of the Substance for Youth

	Recommendations and Best Practices from Other Substances:	State-level Policies to Prevent Youth Access to Retail Marijuana:	Local Level Policy Considerations to Prevent Youth Access:
1	Increase the Unit Price (Tobacco: Community Guide) (Alcohol: Community Guide)	Proposition AA passed permitting a 15% excise and 10% sales tax on all retail marijuana.	If local communities need additional funding to support efforts to restrict youth access and prevent use among youth, communities have the ability to increase local taxes (excise and/or sales) on marijuana to fund local prevention work. Where possible, earmark the taxes for prevention efforts dedicated to a specific agency. Local tax measures have to be put to the voters of that jurisdiction.
2	Smoke-Free Policies (Tobacco: Community Guide)	Senate Bill 13-283 added marijuana to the Colorado Clean Indoor Air Act, banning smoking of marijuana in all public indoor areas. The state could consider strengthening the definition of smoking in the CCIAA to include vaporizers/e-cigarettes.	Local governments may consider strengthening the definition of smoking to include vaporizers/e-cigarettes. Several municipalities in Colorado have updated their smoke-free code (Durango, Edgewater, Fort Collins, Lakewood).
3	Smoke-Free Housing (Tobacco: Lung.org)	Amendment 64 states that private property owners are not required to permit marijuana and related product possession or use on their property. The US Department of Housing and Urban Development restricts marijuana (medical or retail) on the premises if the housing authority/management company receives federal funding. Marijuana cultivation, possession or use is grounds for denying assistance. NOTE - some allowances are being made .	Local prevention programs may inform and educate property owners of their rights to prohibit marijuana smoking, consumption, possession and/or cultivation. Programs can inform changes to lease language and smoke-free organizational policies that are more inclusive of marijuana, e-cigarettes/vaporizers. Working with A35 programs funded to address smoke-free multi-unit housing may enhance efforts.

	Recommendations and Best Practices from Other Substances:	State-level Policies to Prevent Youth Access to Retail Marijuana:	Local Level Policy Considerations to Prevent Youth Access:
4	Smoke-Free parks/amusement parks/other public spaces (Tobacco: TobaccoFreeParks.org)	Senate Bill 13-283 made it illegal to use (smoke or consume) all marijuana and related products in any indoor or outdoor public space, including sidewalks, parks, amusement parks, playgrounds, and outdoor patios.	Local prevention programs and governments may work to increase enforcement of the ban on public use, including broad education about requirements.
5	Smoke-Free Cars Laws (Tobacco: TobaccoFreeKids.org)	Senate Bill 13-283 made it illegal to use all marijuana and related products in private vehicles.	Local prevention programs and governments may work to increase enforcement of the ban on use in vehicles.
6	Tobacco-Free Schools Laws (Lung.org)	Senate Bill 13-283 made the possession or use of retail marijuana or its products illegal on all school properties.	RMC Health is funded by CDPHE to provide support to local school districts to update organizational policies to reflect this change. RMC Health will notify LPHAs prior to reaching out to districts in your counties. Many districts are revising their Tobacco-Free Schools policies; this is an opportune time to discuss updating/strengthening their drug/marijuana policies to reflect current marijuana laws.
7	Licensing Retail outlets to strictly regulate sales (Tobacco: Tobacco Policy Center)	Senate Bill 13-283 gave the Department of Revenue the authority to strictly license and regulate all retail marijuana facilities.	Licenses for retail shops are necessary at both the state and local jurisdictional level. Work with staff, city managers, city attorneys, and council members within your local jurisdictions to develop ordinances that help mitigate the potential impacts to children and youth (e.g. density, hours of operation, setbacks, signage, advertising, merchandising, coupons, free samples, etc.).
8	Retailer education (Tobacco: Community Guide) (Alcohol: Community Guide)	Senate Bill 13-283 gave the Department of Revenue authority to implement a Responsible Vendor Program, educating retailers on the marijuana regulations and how to communicate with customers about the product.	Local prevention programs and governments may work with DOR and local licensing authorities to increase education efforts of marijuana retailers and adjacent non-marijuana retailers.
9	Limit the density of retail locations (Alcohol: Community Guide)	Unlike the state of Washington, Colorado did not place caps on production or the number of licensed retail marijuana stores available within the state. The US Department of Justice's Guidance Regarding Marijuana Enforcement Cole Memo is clear about the value of setting distance requirements of the marijuana industry from facilities where youth are present.	Each local jurisdiction allowing retail marijuana licenses can regulate the density of retail marijuana shops and the setbacks from locations that have children present, recognizing guidance from the Federal government on minimum allowable distance.

	Recommendations and Best Practices from Other Substances:	State-level Policies to Prevent Youth Access to Retail Marijuana:	Local Level Policy Considerations to Prevent Youth Access:
10	Limit the hours of sale (Alcohol: Community Guide)	Department of Revenue Regulations on Marijuana <ul style="list-style-type: none"> R308: Limited hours of operation to between 8:00am and midnight. 	Local governments may consider stricter hours of operations for retail marijuana establishments.
11	Laws directed at minor's purchase, possession or use of the product (Tobacco: Community Guide)	Senate Bill 13-250 made it a drug felony offense if an adult more than 2 years older than the minor gives or sells the minor any marijuana or related products. (Social Host) Senate Bill 13-250 made it illegal to sell marijuana to someone under the age of 21. Class 2 misdemeanor. Senate Bill 13-250 required identification at point of sale for proof of age. House Bill 14-1122 allows retailers to confiscate any identification that they believe may be fake. Senate Bill 14-129 changed the Minor in Possession laws (CRS 18-18-122) to include marijuana, drug paraphernalia, good Samaritan laws, and more.	Local prevention programs and governments may work to increase education about sales restrictions and enforcing point of sale restrictions (enforcement).
12	Restrict industry from advertising or appealing to youth (Tobacco: Lung.org)	Department of Revenue Regulations on Marijuana <ul style="list-style-type: none"> R1001.C and D: Packaging cannot appeal to children or youth under 21 or use cartoon characters R1104-1105: Bans tv & radio ads unless <30% of audience is under 21 R1106-1107 & 1115: Bans print or internet ads and event sponsorship unless <30% of audience is under 21 R1111: Outdoor Advertising Generally Prohibited. Illegal for any Retail Marijuana Establishment to use advertising visible to the public from any street, sidewalk, park or other public place, including bans on billboards or other outdoor advertising device; any sign on a vehicle, any hand-held or portable sign; or any leaflet or flyer directly handed to any person in a public place, left on a motor vehicle, or posted on any public or private property without the consent of the property owner. Exception: fixed sign identifying the location as a Retail Marijuana Establishment that complies with any local ordinances. R1112-1114: Bans ads that target minors, push to device ads unless recipient is over 21 & can opt out and pop up ads 	Local entities may consider stricter marketing regulations, such as the restrictions on merchandising, giveaways, samples, coupons, sponsorship of events.

	Recommendations and Best Practices from Other Substances:	State-level Policies to Prevent Youth Access to Retail Marijuana:	Local Level Policy Considerations to Prevent Youth Access:
13	Stronger restrictions on retailers (Tobacco: Community Guide) (Alcohol: PIRE)	<p>House Bill 14-1122 made it illegal and a class 1 misdemeanor to sell or permit the sale of marijuana to someone under the age of 21 and required child resistant packaging for both medical and retail marijuana. HB14-1122 permits licensed retail store employees to confiscate IDs they believe to be fraudulent and detain and question the person to determine if they were engaging in illegal behavior. Department of Revenue MJ Regulations</p> <ul style="list-style-type: none"> ● R103: Requires child resistant (<age 5), opaque, resealable packaging ● R403: Restricted at point-of-sale. No one under 21 is allowed inside. ● R1005: Packaging must include warnings: “There may be health risks associated with the consumption of this product;” “This product is intended for use by adults 21 years and older. Keep out of the reach of children;” “This product is unlawful outside the State of Colorado;” “There may be additional health risks associated with the consumption of this product for women who are pregnant, breastfeeding, or planning on becoming pregnant;” “Do not drive or operate heavy machinery while using marijuana.” ● R1006: Edibles include the following warnings: “This product is infused with marijuana.” “This product was produced without regulatory oversight for health, safety, or efficacy.” “The intoxicating effects of this product may be delayed by two or more hours.” <p>House Bills 14-1361 and 14-1366 require the Department of Revenue to strengthen regulations on marijuana-infused products that may reduce youth access to highly potent products and help adults and children better identify marijuana-infused products to prevent unintentional ingestion.</p>	Local prevention programs and governments may work with DOR to increase education efforts of marijuana retailers on sales restrictions to persons under 21.
14	Restricted access at home (Alcohol: NIH study of where alcohol is stored in homes , KidsHealth recommendation for safe storage)	<p>House Bill 14-1122 requires all marijuana cultivation to be enclosed and locked from access by anyone under 21 who lives at the location. Additionally, it requires a homeowner to restrict access to the cultivation for the duration of any minor’s visit to the home. Senate Bill 13-250 made it a drug felony offense if an adult more than 2 years older than the minor gives or sells the minor any marijuana products.</p>	Local governments may consider restrictions on hash oil extractions in homes or by lay persons due to the flammability of some substances used in the production of the oils. Education on proper storage of medicinals and edibles may be helpful in limiting access and/or accidental ingestion by children and pets.

Enforce Policies to Limit Accessibility of the Substance

	Recommendations and Best Practices from Other Substances:	State-level Enforcement Strategies to Prevent Youth Access to Retail Marijuana:	Local Level Enforcement Considerations to Prevent Youth Access:
15	Increased enforcement of laws prohibiting sales to minors (Alcohol: Community Guide)	DOR's Marijuana Enforcement Division has hired officers to enforce all of the retail regulations and conducted compliance checks on age restrictions. Retail Marijuana Establishments were 100% compliant at the last check.	Local prevention programs and governments may work with officers and retailers to increase education and enforcement of additional regulations passed at the local level and all of the laws/policies listed above.

Educate the Public and Address Community Perceptions through New and Existing Programs

	Recommendations and Best Practices from Other Substances:	State-level Education Efforts to Prevent Youth Access to Retail Marijuana:	Local Level Education Opportunities to Prevent Youth Access:
16	Community Mobilization with additional interventions (additional interventions include mobilizing for passage or enforcement of strict regulations/laws) (Tobacco: Community Guide)	CDHS's substance abuse prevention coalitions are already established, funded, receiving technical assistance to address evidence-based strategies, partnering within their community, and focused on marijuana prevention. Tony Grampas Youth Services at CDHS received an additional \$2,000,000 in funding from Senate Bill 14-215 to fund more local community prevention work specific to preventing marijuana use. Funded communities should be announced within the next few weeks. CDPHE requested additional funds in fiscal year 2015-2016 to provide small grants to LPHAs to supplement local prevention work. CDPHE will be notified about the availability of funds by May 2015.	LPHAs can help mobilize existing substance abuse prevention coalitions or programs (funded through CDHS' Office of Behavioral Health or TGYS) to support increased education and enforcement of marijuana laws or stricter local regulations for retailers (particularly density, setbacks, advertising and signage).
17	Mobilizing youth against the industry (Tobacco: TheTruth.com)	This strategy is not recommended at this time. The marijuana industry is currently a partner in prevention efforts and has an interest in preventing possession and use of marijuana by minors in order to keep marijuana legal within Colorado. The US Department of Justice's Guidance Regarding Marijuana Enforcement prioritizes the prevention of use by minors. Use of this strategy should be reassessed on an ongoing basis.	Local prevention coalitions can include youth as coalition members. Local coalitions can help establish healthier norms around substance misuse and awareness of the unique health impacts to youth.

	Recommendations and Best Practices from Other Substances:	State-level Education Efforts to Prevent Youth Access to Retail Marijuana:	Local Level Education Opportunities:
18	Community education on preventing youth access (Tobacco: Community Guide)	The CDPHE marijuana prevention campaign will focus on restricting youth access. CDPHE will partner with CDHS, CDE and DOR to align messaging from all four agencies.	CDPHE will provide resources to local community groups to integrate the state-level messaging into their local prevention efforts.
19	Mass Reach Health Communications (Tobacco: Community Guide) (Marijuana: Prevent the Non-Medical Use of Marijuana)	<p>Through seed funding from the Attorney General’s office and contributions from other partners, the Governor’s Office is leading a mass reach health communication campaign focused on reducing youth use and increasing the perceptions of risk of marijuana. Learn more at DontBeALabRat.com. CDPHE recently issued an RFP to select a media/advertising agency to implement the tasks outlined for CDPHE in Senate Bill 14-215 to implement mass reach media campaigns that educate the public:</p> <ul style="list-style-type: none"> • an 18-month campaign beginning January 2015 directed at educating the general public on the health effects of marijuana and legal use through various media tactics (traditional and nontraditional), including fact sheets and clinical prevention guidelines for physicians. The www.GoodToKnowColorado.com campaign launched in January 2015. • an ongoing education and prevention campaign beginning January 2015 that educates the general public on legal use, retailers on the importance of preventing youth access, high-risk populations (youth, parents on the importance of safe storage/preventing secondhand MJ smoke exposure, and pregnant/breastfeeding women), and the overconsumption of edibles. As part of this campaign, CDPHE will offer regional trainings for local MJ prevention programs implementing positive youth development strategies. Statewide media will rotate target audiences and tactics. • maintenance of the colorado.gov/marijuana website as the portal to all state agency information and advertise the existence of the website. • alignment of messaging across state agencies and integration of their information into CDPHE’s campaigns/website, as appropriate. Additionally, CDPHE will supply information back to these state agencies and their local prevention programs on marijuana health effects and effective prevention strategies. 	<p>Local agencies can learn more about the Don’t be a Lab Rat campaign through the overview document created by advertising agency partners.</p> <p>You can read more about CDPHE’s upcoming campaigns in this overview document.</p> <p>CDPHE will only use approved health statements from the Retail Marijuana Public Health Advisory Committee.</p> <p>Once the campaign is complete, CDPHE will provide LPHAs with talking points, social media content, fact sheets, research and access to the creative materials developed. LPHAs can work with local media, prevention programs, and schools to integrate messages and materials throughout prevention efforts.</p> <p>Additionally, CDHS’ Office of Behavioral Health Speak Now or Hable Ahora campaign provides great resources for parents to talk with their teens about substance use.</p> <p>Local partners can help create consistency in health impact statements among local human service partners and organizations and coordinate messaging within their local communities.</p>

Data: Evaluation and Surveillance (In addition to the information addressed during the Surveillance Section)

	Topic Areas:	State-level Data Efforts to Monitor Public Health Concerns with Retail Marijuana:	Local Level Data Opportunities:
20	Youth Prevention Campaign Effectiveness	Through seed funding from the Attorney General’s office, the advertising agency hired by the Governor’s Office subcontracted the evaluation of the campaign with Omni Institute to assess the effectiveness of the campaign efforts to impact teen use and perceptions of risk of marijuana. Evaluation reports should be available in late 2014.	Omni Institute is implementing pre- and post-evaluation from the Don’t Be A Lab Rat campaign within the Denver Metro area. Additionally, TGYS collects data on the risk and protective factors associated with drug use and the effectiveness of local prevention programs funded by them to reduce use.
21	General Education and Prevention Campaign Effectiveness	CDPHE was tasked in Senate Bill 14-215 to produce evaluation reports to the legislature. CDPHE is contracting with the Colorado Schools of Public Health to evaluate the effectiveness of the campaigns, trainings, technical assistance and other prevention work to increase accurate knowledge of the retail marijuana laws and health effects of marijuana use while reducing the negative public health consequences of marijuana use. The first report will be available Spring 2015.	CDPHE will provide regional post-buy media analysis for interested communities. Additionally, CDHS’ Office of Behavioral Health collects evaluation data on the effectiveness of the local prevention efforts that they fund.